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It will be our endeavor during the season 1930-1931 to maintain the

It will be our endeavor during the season 1930-1931 to maintain the highest possible standard of quality in our productions consistent with the changing conditions in our industry and the taste of the motion picture audiences. Bear in mind that in the production of motion pictures creative genius is the foundation of our efforts and we are dealing with an element that occasionally calls for changes in story, plot or characters in order to obtain the perfection which is our goal.

With this end solely in mind we must naturally reserve the right to change story, plot, cast and director to furnish you with the product that will sell at your boxoffice, and we therefore notify you that the list of cast, story and director is only tentative, and subject to change without notice except in such cases where definite book or play is designated, such designations will remain unchanged.

06-001-536

#### TO THE READER

Holidays—both national and state, present excellent opportunities for increased profits to the showman if he makes proper use of them.

Therefore they are given in their proper places in the calendar. To them are added anniversaries of historical significance which are also of value with special exploitation.

Brief suggestions as to how to make use of them are given in the text pages. In a book of this size it is impossible to go into detail or do more than suggest. It has been the idea to stimulate thought and original planning by the exhibitor rather than to give a plan complete.

Obviously an anniversary or holiday observed in only one state is of interest to the residents of that state only. Therefore the reader must be on the watch for those special days of significance to the state in which he is located.

Among the historical anniversaries listed are some of particular interest to the residents of one city or town. Such days can be made bonanzas to exhibitors in those places.

The best showmanship avails little unless the pictures are good. In the world's largest and most complete talking picture studios—Movietone City—have been or are being made for the new season 48 dramatic, musical or humorous productions of a quality to challenge your admiration. They have been made possible by a twenty-five million dollar production appropriation.

It is to help you realize the utmost profit from these splendid pictures that this book has been compiled.

The dates for holidays and anniversaries given herein are taken from sources believed to be thoroughly reliable and have been selected with the utmost care. But as local holidays are often subject to change or special proclamation their strict accuracy cannot be guaranteed.

## Week of July 6, 1930

Week of July 6, 1730	
PAID ADV. RE	ELS
1846—Commodore Sloat takes possession of California	5UN. 6
70-15. FOOT LIGHT. Parada N98275 alm + 4 ft. Warner.	MON. 7 //
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710-27-28-1933 FOX-NEWS 16	10
1890—Wyoming becomes a state. No holiday	FRI. 11
W98452 2000 At Coff 3/2	12
W97490/34	

#### STATE ANNIVERSARY DAYS

The significance of the anniversary of the entrance of a state into the Union is shown by the fact that several states have made legal holidays of such days.

However, in the majority of the states these anniversary dates seem to have been overlooked. Here is an opportunity for alert exhibitors to capitalize upon them, initiate celebrations in which their theatres are the very centre, get much high class publicity and derive very satisfactory profits.

Look up in this book the anniversary date of the admittance of your state to the Union, or in the case of the thirteen original states—New Hampshire, Massachusetts, Rhode Island, Connecticut, New York, Pennsylvania, New Jersey, Delaware, Maryland, Virginia, North Carolina, South Carolina and Georgia, the date of first settlement if available. Most of these dates are given herein. Start in with your preparations some time before that date. See your local editor or editors. Except in the case of the large metropolitan papers they will be glad to cooperate with you, and play up the anniversary. Go to the superintendent of schools and the school principals under him to enlist their cooperation by special exercises in the schools and mention of the celebration which you are going to put on at your theatre. Get contests started of historical essays by the school children, with passes to your theatre as prizes, and the lure of the reading of the winning essays by their writers in the theatre.

You can doubtless secure the mayor, or the head of the local historical society, or an eloquent clergyman, or the head of the local chapter of the Sons of the American Revolution or the Daughters of the Revolution to deliver a brief address on the opening night of your celebration.

Your state has a flag. The local librarian will tell you what the pattern is, and if you can't buy one locally get a seamstress to make you one. Hang it over the sidewalk so that everyone can see it. Have your marquee signs tie up to it. "STATE DAY. ANNIVERSARY \* \* \*". Decorate your entire lobby and front with flags. See if you can't borrow old rifles such as were used in pioneering days, old pictures of state interest, and other relics to place on exhibition in your lobby, each one properly tagged with a descriptive card.

There still live in the newer states persons who pioneered. Seek out one or two of them and have them at your theatre as your guests. All this is good for publicity.

Try to put on pictures in keeping with the occasion. For instance, for one of the western states what could be better than "The Big Trail"? As for your music many states have songs definitely associated with them, for instance there are "Maryland, My Maryland," "On the Banks of the Wabash," (Indiana) "Carry Me Back to Ole Virginny," "My Old Kentucky Home," "Carolina Moon," "Swanee River" (Florida), etc. Build your whole musical program around your own state song if there is such a one. Have a good singer render it as a solo. Invite the audience to join in on the chorus.

The chances are that in many states the exhibitor who puts on such an anniversary celebration will be the first to have called attention to it in years. He will get much credit for it. He will find that Boards of Trade, Chambers of Commerce, Kiwanis, Rotary, Lions and all the rest will be glad to back him up. And a letter to the governor of the state, telling him that you are going to celebrate the anniversary and asking for his endorsement will probably get you a letter of endorsement which you can use in publicity, and hang framed in your lobby.

## Week of July 13, 1930

Week of July 10, 1700	
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**COMMON CLAY** 

CONSTANCE BENNETT
LEW AYRES
TULLY MARSHALL - MATTY KEMP
BERYL MERCER

A big stage hit, it will be an even bigger screen hit. It's great! Intensely emotional and highly dramatic screen adaptation of the Harvard Prize Playby Cleves Kinkead.

Directed by VICTOR FLEMING



RELEASED AUGUST 17

## MAN TROUBLE

with

DOROTHY MACKAILL, MILTON SILLS, KENNETH MacKENNA, SHARON LYNN and ROSCOE KARNS

Story by
BEN AMES WILLIAMS

Directed by
BERTHOLD VIERTEL.



FUX-NE Week of July 20, 1930 20 MON: 21 TUE. 22 WED. 23 THU. Pioneer Day, Utah. Holiday that state 24 FRI. SAT. N97444

#### ARBOR DAY

Due to the great diversity in climate and growing seasons, observance of Arbor Day is not uniform and the day falls in different months in various parts of the country. Several states make it a holiday. The day is always, we believe, recognized by special exercises in the schools. It offers good opportunities for special exploitation and tieups.

Get permission from the authorities to plant a tree in a public square or park. If your theatre faces such square or park all the better. Plant the tree either in honor of your theatre or the picture star playing your theatre on that day. The newspapers will give you publicity on this stunt, particularly if you "dress it up" with all the trimmings of music, two minute speakers and the like. If done in cooperation with a public school, better still.

In many cities it is possible to secure the loan of specimens of the different native woods. As a lobby display, properly cased to protect, it will attract attention. Many lumber companies have such collections in their offices and should be willing to loan provided credit is given. Devote some space in your program to Arbor Day and the importance of trees. Use catchlines like "Civilization depends upon trees. Guard them. Plant them!" For any special information as to trees and Arbor Day write the Nature Magazine, Washington, D. C., telling them you are going to celebrate Arbor Day and want some material to print in your program. If we are not mistaken these people publish and sell little booklets on tree conservation which could be given away as souvenirs by your ushers.

Give a forestry setting to your stage. With ingenuity your ushers if girls can be costumed to represent various well known trees like the birch, pine, maple, elm, etc.

For short subject to run with your feature, get a suitable one showing the big trees of California or Oregon, lumbering, and the like.



## Scanned from the collections of Niles Essanay Silent Film Museum

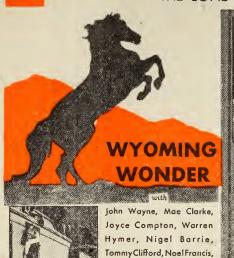
Coordinated by the Media History Digital Library www.mediahistoryproject.org

Funded by a donation from Jeff Joseph



Week of July 27, 1930 PAID ADV. REELS SUN. WED. 30 THU. 31 FRI. Aug. 1 SAT.

FROM THE HEADQUARTERS FOR WESTERNS YOU WILL GET 4 MORE OUTDOOR ROMANCES TO FOLLOW THE SMASHING SUCCESS OF "IN OLD ARIZONA" AND "THE LONE STAR RANGER"



and REX
The Wonder Horse

From the Story "Alcatraz" by MAX BRAND Directed by DAN CLARK



#### NO FAVORS ASKED

with
John Wayne, Dixie Lee,
Noel Francis, Warren
Hymer, George Corcoran
Story by PAUL LEICESTER FORD
Directed by ALFRED WERKER





epic of the TEXAS RANGERS

## OF THE DUANES

RELEASED AUG. 31

with GEORGE O'BRIEN MYRNA LOY, LUCILE BROWNE, WALTER MCGRAIL, JAMES

BRADBURY Jr., FRANK
CAMPEAU, BLANCHE
FRIDERICI, JAMES
MASON AND
WILLARD
ROBERTSON
Adaptaton and dualog by
ERNEST PASCAL
Directed by
ALFRED WERKER



GEORGE O'BRIEN WARREN HYMER, LOUISE HUNTINGTON, RUTH WARREN LUCILE BROWNE

Fram Max Brand's novel "The Untamed"

Directed by ALFRED WERKER

The Fox studios have perfected outdoor recording to a degree that is the marvel and envy of other studios.

In these brilliant new outdoor romances you not only get alluring and exciting stories of frontier fiction but you also get sound recording that brings the realism of life itself!

Week of August 3, 1930	DAD
1914—Germany declared war on France	SUN.
Civic Holiday, Canada	MON.
Primary Election, West Virginia	TUE.
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Primary Election, Tennessee. Not a holiday	тни.
N97517	FRI.
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#### January 1

#### January 8

Enlist the cooperation of one or your local dailies in an essay contest for school children on the subject of Andrew Jackson, with admissions to your theatre as prizes for the best efforts. Get out hand-bills carrying Andrew Jackson's likeness, with "Celebrate the Anniversary of the Battle of New Orleans at . . . . . . . . Theatre," as the display line.

#### January 19

Give free admission to all Confederate veterans who served under Lee. Enlist one of your local dailies in a drawing contest for school children, with admissions to your theatre as prizes for the best likenesses of General Lee.

#### February & (Arbor Day, Florida)

If your theatre faces a park or public square, get permission to plant a tree in name of the picture star whose feature is playing your theatre on this date. Invite some prominent citizen to be in charge of the ceremonies. FOX - News 1149\_

#### Week of August 10, 1930

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## ARE YOU THERE?

(temporary title)

### BEATRICE LILLIE

JOHN GARRICK + OLGA BACLANOVA

JILLIAN SAND + LLOYD HAMILTON

GUSTAV VON SEYFFERTITZ

GEORGE GROSSMITH

The sparkling star of English comedy in the role of a detective posing as a big game huntress—bagging laughs at every turn. Story and dialog by Harlan Thompson. Words and music by Grace Henry and Morris Hamilton

Directed by Hamilton MacFadden

RELEASED SEPT. 28th



#### JOHN MCCORMACK

SONG O' MY HEART

Youth, love and comedy woven into a wistful romance by the great voice of the great tenor Acclaimed by press and public. Beautifully presented and acted.

story by Tom Barry
Directed by
FRANK BORZAGE





Cast

Maureen O'Sullivan
John Garrick
J. M. Kerrigan
Tommy Clifford
Alice Joyce
Farrell Macdonald
Effie Ellsler
Emily Fitzroy
Andreas de Segurola
Edwin Schneider

RELEASED SEPT. 714

# -OXINEWS. 70-20 Week of August 17, 1930 PAID ADV. REEL SUN. Territory Holiday Canada MON. TUE. WED. 20 FRI. SAT. cond Primary Election Texas. Holiday

#### February 12

Decorate your theatre front lavishly with flags and bunting. If possible, get some Civil War photographs or relics for lobby display. Give admission free to Civil War veterans. Begin each program of organ or orchestra with the national anthem.

#### February 12 (in Georgia)

Remind the public in your newspaper advertising of this anniversary.

#### February 14 (Arizona)

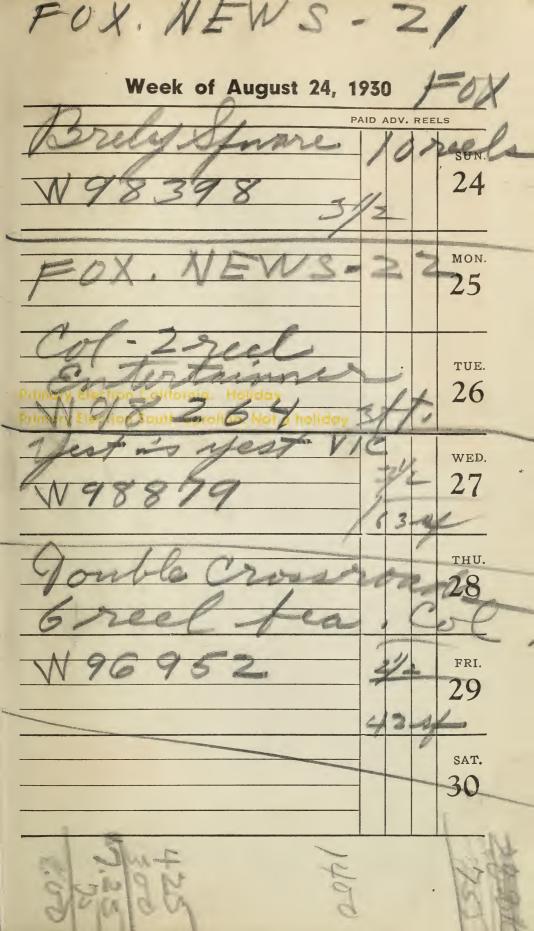
Advertise that all persons who present themselves at the box office with proof that they were born on the day that Arizona was admitted to statehood will be guests of the management.

#### February 22

If there is a hospital with World War Veterans in your town, a special matinee for them will bring you much newspaper space and good will. Decorate with flags and a portrait of Washington—preferably arranged so that it can be illuminated at night. Essay contests may be arranged through cooperation with public schools. If your lobby is large enough to permit, a Washington Birthday dance following the final evening performance will attract wide attention.

#### March 2

Decorate your theatre. Issue numbered coupons with admissions, and hold a drawing, giving state flags to holders of the winning numbers.





## THE SPIDER ...



#### WARNER BAXTER

with

MARGUERITE CHURCHILL LEE TRACY HUMPHREY BOGART directed by Chandler

Sprague

from the play by Fulton Oursler and Lowell Brentano — a tremendously successful and tremendously thrilling mystery melodrama.

Week of August 31, 1930

Week of August 31, 1930
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marile. Not a fielday but colorated in
New York and 10 other states.
2200
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#### March 4 (in Pennsylvania)

Draw attention to this date in your advertising.

#### March J (Arbor Day, Arkansas)

Plant a tree either in the name of your theatre or in the name of a picture star whose feature is playing your theatre on this date. Invite some prominent citizen to be in charge of the ceremonies, or cooperate with the neighborhood public school.

#### Primary Election (in South Dakota)

Advertise that election returns will be announced from the stage during the evening performances. Distribute handbills during the days preceding the election, listing your coming attractions, with "Elected—By Popular Favor" as a display line.

#### March 50 (in Maryland)

Play up the occasion in advertising and lobby display.

#### March 30 (in Alaska)

Display flags and portrait of Seward.

#### April 12 (in North Carolina)

Enlist the public schools in an essay contest, with "Patriotism" or "The American Revolution" as the theme, and award free admissions to the winners. Through cooperation with neighborhood merchants, other prizes can be arranged.

## FOX-NEWS TO 24.

### Week of September 7, 1930

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1916—U. S. troops take St. Minial



with Marjorie White, Walter Byron, Joyce Compton, Dixie Lee, Richard Keene, Frank Richardson, George Corcoran, Leslie Mae, Goodee Montgomery and Rex Bell.

lust what its title implies. Tuneful, beautiful, ultra modern, a feast for both eye and ear. And what a cast!

Original story by Owen Davis. Screen play by Russell Medcraft. Music and lyrics by James Monaco and Cliff Friend. Dance numbers staged by Edward Dolly.



Jack London's Greatest Story!

# SEA

WOLF RELEASED SEPT. 21st



Mitchell Harris Nat Pendleton John Rogers Harold Kinney



A mighty drama of love and hate at sea. "Wolf" Larsen is the unforgettable character of fiction.

Dialog by S. N. Behrman Screen play by Ralph Block



Directed by

ALFRED SANTELL

Week of September 14, 1930

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1100x 01 0eptember 14, 1730	
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Primary Election Massachusetts, New York.  Not a holiday	16
1787—Federal Constitution adopted at Phila.	wed. 17
M98460 /514-10X	18
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	20

#### April 13 Thomas Jefferson's Birthday:

Although this is an officially designated holiday in but one state, Alabama, there is no reason why exhibitors elsewhere should not emphasize the date and at the same time draw attention to the attraction which will be playing their theatres on that day.

#### State Elections and Primaries:

You can cash in on public interest in an election in several ways. Distribute handbills in the days preceding election, listing your coming attractions, with "Elected—By Popular Vote" as a display line.

Advertise that election returns will be announced from the stage of your theatre during the evening performances election night. You can arrange for this in cooperation with a local newspaper.

Kids are often more interested in the machinery of an election than their elders. As an advertising stunt, get out imitation ballots, with the names of picture stars to be "elected." These, with the name of your theatre prominently displayed, will bring business.

#### Good Friday

While many people refrain from amusements on this day, remember that there are a great number for whom this holiday is an additional opportunity for theatre-going. Make your appeal accordingly.

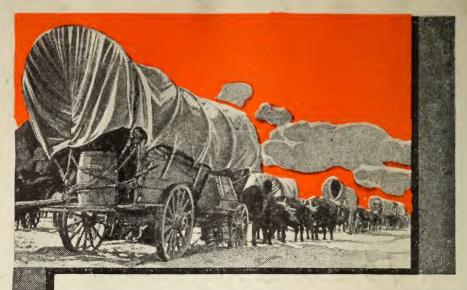
#### April 19

Announce a Patriot's Day program. Decorate the front of your theatre in honor of the occasion.

Week of September 21, 1930

FOX-News-1026

Week of September 21, 19	30		n
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## THE BIG TRAIL

Immortal epic of the pioneer west » »

Amazing adventure filmed amid scenes of unbelievable grandeur Indian massacres, buffalo hunts, the romance of the last West magnificiently done on a tremendous scale.

Story, adaptation and dialog by Raoul Walsh and Hal G Evarts

directed by

#### RAOUL WALSH

John Wayne Marguerite Churchill El Brendel

> Tully Marshall Tyrone Power David Rollins

lan Keith

William V Mong and 20,000 Indians, cowboys, scouts and pioneer women.



Week of September 28, 1930 30 WED. 31 THU. Oct.

#### April 21 (in Texas)

A generous display of flags in front of your theatre will not only draw attention to the holiday, but it will draw patronage to your theatre.

April 22 (in Nebraska) (see "Arbor Day")

#### April 26 (Confederate Memorial Day)

Arrange for a loan exhibition of war relics in your theatre. Extend an invitation to all veterans of the Confederate Army to be your guests on this day.

May 8 (in Rhode Island) (see "Arbor Day")

#### May 10

Arrange for a loan exhibition of war relics in your theatre. Extend an invitation to all veterans of the Confederate Army to be your guests of this day.

#### Mother's Day (in Arizona, Missouri)

Distribute handbills among the school children announcing that a souvenir will be given to every boy and girl who brings his mother to the theatre on Mothers' Day. You can tie-up with local merchants so that these gifts will carry advertising, and cost very little. From your local art dealer, you can secure a copy of the famous Whistler portrait of his mother, which makes an appealing lobby display.

October 5, PAID ADV. REELS TUE. WED. THU. FRI.



# YOUNG

with

LOIS MORAN
FRANK ALBERTSON
J. M. KERRIGAN
and
WILLIAM COLLIER, SR.

From the play by Elmer Harris Adaptation and dialog by Maurine Watkins



It is something new to get an out standing New York stage success hot from its record run. "Young Sinners" was a hit of the 1929-1930 season. It puts the microscope on modern youth, but in a way they'll love to see and hear.

Directed by
ALFRED SANTELL



Mred or Cel
Week of October 12, 1930
PAID ADV. REELS
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#### May 20 (in North Carolina)

Enlist the public schools in an essay contest, with "Patriotism" or "The American Revolution" as the theme, and award free admissions to the winners. Through cooperation with neighborhood merchants, other prizes may be announced. Decorate your theatre in honor of the occasion.

#### May 30 (Memorial Day)

Arrange a decorated float to appear in your city's Memorial Day parade, calling attention to your current picture. Invite World War invalids to attend a performance as your guests. Draw patronage to your theatre by a generous display of flags and banners.

#### June 3 (Southern States)

Enlist the cooperation of one of your local dailies in an essay contest for school children on the subject of Jefferson Davis, with admissions to your theatre as prizes for the best efforts. Get out handbills carrying his likeness, calling attention to the program which your theatre will present on the holiday.

#### Flag Day

Announce that a small American flag will be presented to every tenth person who purchases a ticket at the box office. Display the Stars and Stripes in front of your theatre.

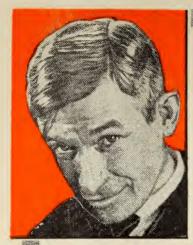
Week of October 19, 1930

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Week of November 2, 1930

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1889—Mantana & ecame state	FRI. <b>7</b>
	8 8



# WILL ROGERS in LIGHTNIN'

with HELEN COHAN

From JOHN GOLDEN'S stage play
by WINCHELL SMITH and FRANK BACON
Screen play and dialog by S. N BEHRMAN
Continuity by SONYA LEVIEN
Directed by HENRY KING

One of the stage's greatest successes with a role made to order for the only Will Rogers.

## WILL ROGERS

Rollicking romance from Mark Twain's celebrated novel with color settings by JOSEPH URBAN. A tour nament of action and a round table of laughs. Adaptation and dialog by OWEN DAVIS.

Directed by DAVID BUTLER



Charles Farrell as

#### THE MAN WHO CAME BACK



with Louise Huntington

Splendid screen drama from Jules Eckert Goodman's thrilling and exotic play—photographed throughout in Fox Nature Color after designs by Joseph Urban, color wizard of world renown. Screen play and dialog by S. N. Behrman and Sonya Levien.

Week of November 9, 1930

Week of November 9, 1930
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August 5 (see Primary Election, March)

August 7 (in Tennessee) (see Primary Election, March)

August 12 (in Alabama and Nebraska) (see Prim- ary Election, March)

August 16 (in Vermont)

August 23 (in Texas) (see Primary Election, March)

August 19 (in Wyoming) (see Primary Election, March)

August 26 (in California and South Carolina) (see Primary Election, March)

#### September 1

Enter a float in your city's Labor Day parade, and toss coupons from it along the line of march, announcing your current and coming attractions, and good for reduced price tickets for certain performances. Put your ushers in overalls, with linen caps such as mechanics wear.

September 2 (in Nevada and Michigan) (see Primary Election, March)

#### September 6

This is your first opportunity to renew contact with school children after the summer vacation. The fact that it is the day which celebrates a great victory and a great defender of liberty gives ample scope for contests which can be arranged through cooperation with teachers. They will be glad to give their support, for essay writing, drawing competitions, etc., with tickets to your theatre for the best efforts.

# FOXIVEWS #34

#### Week of November 16, 1930

Week of November 16, 1750	
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## JUST IMAGINE!

Another knockout by
BUDDY DE SYLVA, LEW BROWN
and RAY HENDERSON

whose "Sunny Side Up" was last year's biggest money maker





With
Maureen O'Sullivan
John Garrick, El Brendel, Marjorie White,
Frank Albertson, Hobart Bosworth,
Mischa Auer

Directed by

DAVID BUTLER

who directed "Sunny Side Up"

#### ON THE

MAKE

Mona Maris, Humphrey Bogart, Mrs. Jiminez, Michael Vavitch. Luana Alcaniz. Mona Rico

> Based on the story "Dust and Sun" by Clements Ripley, this fascinating drama presents McLaglen as a light-hearted adventurer, who looks upon life as a sparting proposition.

Screen ploy and dialog by Dudley Nichols and Henry M. Johnson; odaptotion by Dudley Nichols and Normon Hall.

Directed by IRVING CUMMINGS

Victor McLaglen in 2

with FIFI DORSAY

Chasing charmers and chasing the blues
—that's McLaglen as they like him best, and
they'll never like him better than in this one.
Screen play and dialog by Edwin Burke.

Directed by ALFRED SANTELL

(Title of Second McLaglen Picture
To Be Announced)

He folls for the women, they foll for him hard. The whole world gets o thrill and o lough out of McLoglen as a lovemaker.



# Week of November 23, 1930

Week of November 20, 1700	1
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September 8 (in Maine) (see Primary Election, March)

#### September 9 (in California)

Cooperate with teachers in the public schools in an essay contest on "Why I am Glad I am a Californian", and give free tickets to those whose contributions are selected by the teachers as of highest merit.

(see Primary Election, March)

#### September 12 (in Maryland)

Cooperate with teachers in the public schools in an essay contest on "Why I am Glad I am a Marylander", and give free tickets to those whose contributions are selected by the teachers as of highest merit.

September 16 (in Massachusetts and New York) p. 5

#### October 6

Cooperate with teachers in the public schools in an essay contest on "Why I am Proud of My State," and give free tickets to those whose contributions are selected by the teachers as of the highest merit.

Week of November 30, 1930

PAID ADV. REELS

Week of November 30, 1930
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# JANET

3 Brilliant Pictures
with
3 New Leading Men!



#### ALONE WITH YOU

with JOHN GARRICK
Directed by FRANK BORZAGE

#### ONE NIGHT IN PARIS

with KENNETH MacKENNA
Directed by GUTHRIE McCLINTIC



#### BARCELONA

with HUMPHREY BOGART Directed by JOHN FORD

Winner of the popularity contests conducted by the Chicago Tribune and the N.Y. Daily News, Miss Gaynor again is strikingly demonstrated to be America's favorite

For box-office profits these pictures are the best that money can buy.

Week of December 7, 1930

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Release 108218

#### October 12

Handbills for neighborhood distribution, with the display lines, "Columbus Discovered America! Have You Discovered the ...... Theatre?" will prove effective attention-callers for the week preceding Columbus Day. School tie-ups in connection with the event may be made with great success. Through cooperation with a stationery store, a school globe map might be awarded to the holder of the winning number at one holiday performance.

October 9 (in Alabama)

October 18 (in Alaska)

October 31 (in Nevada)

Cooperate with teachers in the public schools in an essay contest on "Why I am Proud of My State," and award free tickets to those whose contributions are selected by the teachers as of highest merit.

November 4, 1930: November 3, 1931 (see Primary Election, March)

ni news 82 23

#### Week of January 11, 1931

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#### Week of December 14, 1930

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with

#### EL BRENDEL

Keating Twins
Frances McCoy

Claire Luce Gus Howard
Black & Blue
Marie Saxon

Dixie Lee Lee Tracy Richard Keene William Collier, Sr.

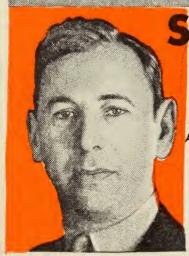
Irene Day Nancy Kelly and 500 beautiful Hollywood girls

Dances staged by Seymour Felix

Bigger and snappier than either of its predecessors with more girls, more laughs, livelier songs and faster fun.



Directed by Sidney Lanfield



# SOUP TO MUTS

A feast of gags, girls, laughs, songs and dances prepared by

#### RUBE GOLDBERG

Dance numbers staged by Edward Dolly

Music and Lyrics by Grace Henry and Morris Hamilton

Directed by Benjamin Stoloff

with

TED HEALY and his gang
STANLEY SMITH
LUCILE BROWNE
HALLAM COOLEY

Charles Winninger, Frances McCoy, William H. Tucker, George Bickel



Week of December 21, 1930 SUN. -Pilgrims landed on Plymouth Rock 21 MON. TUE. WED. Christmas Day. Holiday U.S. and Canada THU. 25 17 Washington defeated British or battle FRI. remon, N. J. SAT.

#### November 11

The World War is beginning to acquire historical interest. You will be astonished at the amount of interest which you can build up with a lobby display of war-time posters and photographs. A special matinee for war invalids will bring your theatre much publicity.

Navember 23 (in Maryland)

November 27 (1930) November 26 (1931)

Through cooperation with merchants in your neighborhood, a Thanksgiving gift night—an evening or two before the holiday—can be made to attract wide interest. Announce that the articles to be given for the lucky numbers will be useful with the Thanksgiving dinner—carving sets, roasters, baking dishes, etc. Such a feature will be bound to attract patronage.

#### December 25

A Santa Claus in front of your theatre is always a good bet. A Christmas tree in connection with a gift night will attract a wide public. Decorations of holly, wreaths and bells in your lobby, are important eye-catchers, as well as fostering the holiday spirit.

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Week of December 28, 1930
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Victor McLaglen and Edmund Lowe in

#### WOMEN OF ALL NATIONS

with Claire Luce Luana Alcaniz

How Flagg and Quirt would maintain peace on earth. Old favorites in new adventures.



#### RAOUL WALSH

who directed "The Cock Eyed World" and
"What Price Glory"

Written by

Laurence Stallings and Maxwell Anderson
who wrote those two big hits



# THIS MODERN WORLD

with

#### WARNER BAXTER

Luana Alcaniz Jillian Sand Ruth Warren

The story of an American girl who loved lightly until she met the strange Basque, who overwhelmed her by strength of body and mind. From Eleanor Mercein's novel, "Basquerie", with dialog by Lynn Starling and John Farrow.



Directed by Alexander Korda



Week of January 4, 1931

week of January 4, 1751
PAID ADV. REELS
1896—Utah becomes a state.
1912—President Taft proclaims admission New
Mexico as state.
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Arbor Day Louisiana. Not a holiday.
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(44)

with LOIS MORAN

KENNETH MacKENNA

> MONA MARIS

MAUREEN O'SULLIVAN



# PLAY CALLED LIFE

Dancing was her life—until the pace became too fast. Modern, racy, youth-ful and vivid.

From the stage play by GERALD du MAURIER and VIOLA TREE
Screen play and dialog by EDWIN BURKE
Directed by CHANDLER SPRAGUE

# MICHAEL BARTLETT THE HEART BREAKER



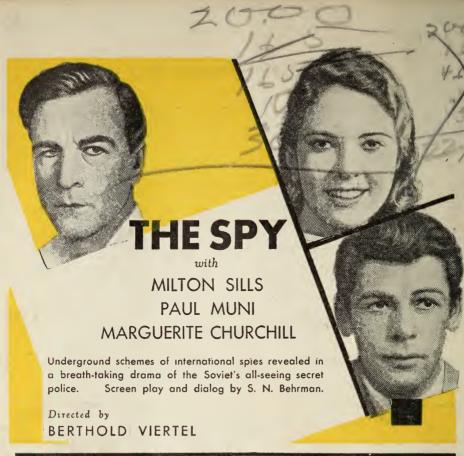
Young, handsome, magnetic and

with a glorious voice, you're going to hear a lot about Michael Bartlett. He'll be a sensation.



Uni news 224

Week of January 18, 1931
PAID ADV. REELS
SUN.
N999999
W 7 9 9 3 0 50 150
Robert E Lee's birthday Holiday in Alabama, Arkansas
Florida, Georgia, Kentucky, Mississippi, North Car-
olina, Couth Carolina Lennessee. In Virginia cele-
profed as Lee Jackson Day.
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Week of January 25, 1931 SUN. MON. TUE. WED. THU. 29 FRI. SAT.



## GIRLS DEMAND

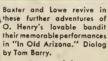
with
EL BRENDEL
Marjorie White
Joyce Compton
David Rollins
Dixie Lee

A glowing picture of the ultra-modern maiden—for audiences that demand excitement. Based on a story by Joseph Hilton Smyth and Porter Emerson Browne, with music and lyrics by James F. Hanley and Joseph McCarthy

Directed by John Blystone







Directed by Raoul Walsh



Week of February 1, 1931

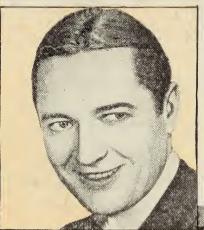
Week of reblading in 1701
PAID ADV. REELS
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#### SCOTLAND YARD

with

#### EDMUND LOWE

JILLIAN SAND
J. M. KERRIGAN
JOHN GARRICK
LOUISE HUNTINGTON



The story of a great crime averted by a great love, based on the International stage thriller by Denison Clift. Screen play and dialog by Edward Childs Carpenter.

Directed by
WILLIAM K. HOWARD

### LUXURY

with

JOHN GARRICK LOUISE HUNTINGTON





Revealing the hidden dramas that are woven into milady's dress. Based on the Internationally successful dramatic novelty by Edward Knoblock. With color settings designed and supervised by Joseph Urban.

Directed by ALEXANDER KORDA

Week of February 8, 1931

Week of February 8, 1931	
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World Johnson Nebrosia Nevada, N. J. N. Y. Warm Daketa Ohio, Oragon, Duning	THU.
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unding Ix I/I) Public haliday	
Albor Day Western Oregon Not a holiday	13
Admission Day in Arizona, Holiday, Anniver-	SAT.
admission to statehood.	14

# SHE WEARS THE PANTS

A "natural" in title, cast, story and director.

Directed by
JOHN BLYSTONE



Fifi Dorsay Kenneth MacKenna John Garrick

William Collier Sr., Ruth Warren, Nancy Kelly and Althea Henly

> Dance numbers staged by SEYMOUR FELIX

Screen play and dialog by

EARLE CROOKER



# THE PRINCESS AND THE PLUMBER

with

CHARLES FARRELL

and

MAUREEN O'SULLIVAN

As a Saturday Evening Post serial story it captivated millions. The delightful romance of the American plumber who plumbed the heart of a princess.

Directed by
HAMILTON MacFADDEN



From the story by
Alice Duer Miller
Screen play and dialog by
Howard J. Green
Lyrice and music by
William Kernell

Week of February 15, 1931

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#### RENEGADES







#### WARNER BAXTER

Mitchell Harris

J. M. Kerrigan Kenneth MacKenna Luana Alcaniz

> Buddies in the Foreign Legion—until a woman brought destruction to their strange compact. Breathless adventure in North Africa, based on Andre Armandy's novel "Le Renegat," with screen play and dialog by Jules Furthman Directed by Victor Fleming









#### The

#### PAINTED WOMAN

**VICTOR** McLAGLEN

> FIFI DORSAY

Movietone drama of passion and adventure in the exotic South Seas. From the

story "The Painted Lady" by Larry Evans. Continuity by John Russell.

Directed by WILLIAM K. HOWARD



Week of February 22, 1931

Week of February 22, 1931
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IP THE RIVER

Louise Huntington

. . Spencer Tracy . .

loan Marie Lawes . Claire Luce · Walter McGrail Humphrey Bogart · Lee Tracy Warren Hymer · Tyrone Power Goodee Montgomery Black and Blue · Joe Brown Elizabeth Patterson

They're Waiting for it! When little Joan Marie Lawes, daughter of the Warden of Sing Sing Prison, was signed to play in a story of prison life, the papers grabbed it as red hot news, and "Up The River" was launched to the drum-beats of nation-wide publicity.



# GOING

Directed by Benjamin Stoloff

NOWHERE

with

#### EL BRENDEL

Marjorie White Lee Tracy Tommy Clifford Joyce Compton Marie Saxon J. M. Kerrigan Black & Blue William Harrigan Nat Pendleton

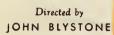
> A six day bike race with all the comedy trimmings spills, sprints, and thrills. Laughsinevery lap. Screen play and dialog by Andrew Bennison.

Week of March 1, 1931

	Week of Warch 1, 17	31			pageaustral florits ar
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	a holiday. 1770 Boston Massacra		- 1	0.1	
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	1836—Massacre of the Alamo, Texas. Not a				0
-	holiday.	de la compassion de la		No.	
	·				CAM
	Arbor Day, Arkansas. Also California. Day				SAT.
	selected because Luther Burbank's birthday.				
	Not a holiday.				

# CHARLES FARRELL SHE'S MY GIRL

JOYCE COMPTON





By vote of the readers of America's two largest papers—New York Daily News and Chicago Tribune, Charles Farrell is the most popular male star of the screen. Here he is in a romance as bright as the morning.



# MEN ON CALL with EDMUND LOWE

MAE CLARKE
GEORGE CORCORAN
WARREN HYMER
JOE BROWN
IAN MacLAREN - RUTH WARREN
WILLIAM HARRIGAN
MARGARET QUIMBY

Directed by

JOHN BLYSTONE

Screen play and dialog by

TOM GERAGHTY

RELEASED OCT. 12th

> Roaring adventure andrareromance with the U.S. Coast Guard



Week of March 15, 1931

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Week of March 22, 1931

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AFOX Week of April 5, 1931 PAID ADV. REELS SUN. MON. 6 WED. 8 damitted to Union THU. FRI. 10 Not a holiday SAT.

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Machensin arabia
Week of April 26, 1931

Week of April 26, 1931	Comme
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Week of May 3, 1931

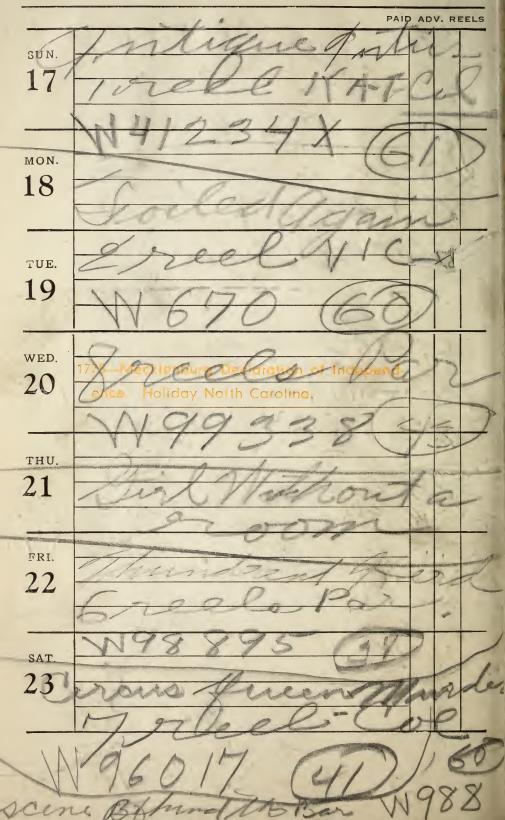
1/1 237 Mins

Week of May 3, 1931		
1	PAID ADV. REELS	
SUN.	10 19 10 10 10 10 10 10 10 10 10 10 10 10 10	
3	34	
	N99015.	
/	The second	
MON. 4		
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тиЕ. <b>5</b>	acts glade	
- 11	VALUE OF THE	
	N11/0 (61/	
WED. <b>6</b>		
THU.	9 10 10 180	
7		
3	N991010 (30)	
DDY	Arbor Day, Rhode Island, Public holiday that	
FRI.	state.	
	Notes of Floridan	
SAT.		
9	1964 (63)	
1	need colon ight	
when	8. W39977X (E)	
Se.	men 23.8,	

Lone Cowboy	1 ,
Week of May 10, 1931	
Consequente Memorial Day Renticky, North Carolina, South Carolina.	SUN.
Mother Day Arizana, Missouri.  1898—Minnesota admitted to ind Union. Not	MON. 11
Arts Ir Day Montana. Not a holiday.	12
1607—English settlement began at Jamestown,  Vidinia. First permanent colony North  Apperica.	13
71676 (30) The Muse Miles Ince	тни.
W99864 632	V <sub>RI</sub> C 15
Duck Sond	SAT. 16
N41330X 6D	Pa

Mews Mm239

### Week of May 17, 1931



Week of May 24, 1931

Week of May 24, 1931
PAID ADV. REELS
Mulle for the
Victoria Day Carada
1 24
12000 1/6
MON.
25
1-1000
TUE.
26
WED.
Treel Col 27
10000
MUNICHEY 15
THU.
28
1 Somoll
1845 - Wisconsin admited Vinion FRI.
29
11
Desoration or Memorial Day, Holiday all states
except Alabama Arkansas, Florida, SAT.
Carolina, Mississippi in Maisia celebrated
os Confederate Memorial Day

Week of May 31, 1931

Week of May 31, 1731				
The same of	PAID ADV. REELS			
	N410/3X (58)			
SUN.				
31	811			
	111			
MON.	All cold			
June	The May we			
1	9 0 11			
***************************************				
TUE.				
2				
WED.	Birthday of the King, Canada			
3	Birthday Jefferson Davis, holiday in Aldoama			
9	Arkansas, Florida, Georgia, Louisiana, Mis			
	sissippi, South Carolina, Texas, Virginia			
THU.				
1110.				
4	1 11 Cel			
	1/100			
	N 9/194 9			
FRI.	11/6/2/ (45)			
5	0			
	College Coch			
SAT.	Tell VI			
	1918—United States marines begin battle at			
6	Chateau Thierry.			
	V40631			
	The state of the s			

Week of June 7, 1931

Week of June 7, 1931	
Oul on mach paid ADV. RE	ELS
1-MEG	sun.
	MON.
1000 M.	TUE.
mens 242	9
Alson maring -	WED
meel Par	10
N40752X	THU.
Par-Protest	11
100	FRI.
36,	12
Marchen Ba	SAT
	13
W734	

Mewol 30244

Week of June 14, 1931

Week of June 14, 1931		
	PAID ADV. REELS	
SUN.	function 101	
14	Flay Day, Missouri. Not holiday	
17	/ let / h	
MON.	N4/49/X (39)	
15	1836 Arkansas admitted to the Union.	
13	Pionee Day Idaha. Holiday	
	deto you and him	
	A company	
TUE.		
16	Algania.	
	17964 - (44)	
WED.	1776 Battle of Bunks Hills Observed us	
17	Aunker Hill One, Mossachusette Hill Isan	
11	holday but usually observed by banks in	
	Poster and vicinity	
THU.	WUGIOX	
18	1840 Dragon Treaty, settling Northwest	
	boundary, signed with Great Britain at	
and the state of t	London	
FRI.	Ari M. I A	
19	142 Managun with Jaroba Palata	
SAT.	NUIDATY	
20	West NigiNio Day in the state	

53000

Sirlaincelo Week of June 21, 1931

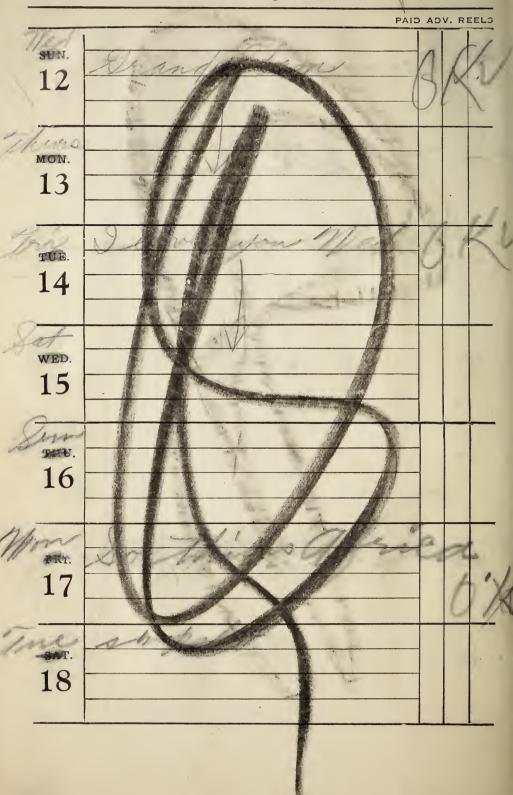
	-
PAID ADV. REELS	
N99626 FSUN.	7
7	
All florer Mon.	1
10 / 22	和
W92476	
TUE. 23	0
WED.	Contraction of the Contraction o
24	
1876 Correr and his compand wiped out by	
Sioux on the Little Big Hom, Montaga 25	
1917—First American Hoops reach France FRI.	
Handwar 2-126	7
14/726X SAT. 27	

		Lana Wonderland
1	1	Week of June 28, 1931
PV	V.	PAID ADV. REELS
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1 29	1	AM men at e
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3	1	A 1
TU	-	77766
30	3	N1134 (62)
WE	ED.	
Jul		Dominion Day in Canada. Heliday
1	-	1863—Battle of Gettysburg begun.  Zreel Por
тн <b>2</b>		
		1890—Idaho becomes a state. Not a holiday
FR		1898—Spanish fleet destroyed by American
3		fleet at Santiago
-		
SA	т.	1776—Anniversary of Declaration of Independ-
4	-	ence. Holiday in all states.

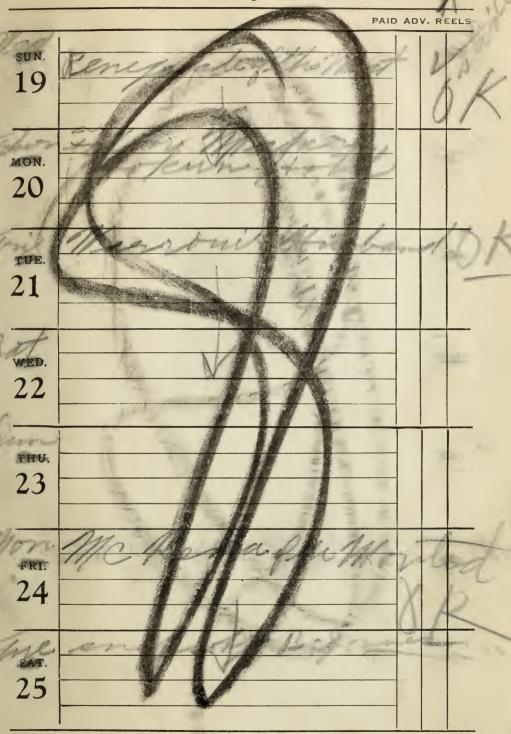
Week of July 5, 1931

1803—Lewis and Clark expedition sets out  1846—Commodore Stoat takes possession of 6  TUE. 7  Web. 8  THU. 9  Wydaning becomes a law No boliday Satt. 111	Week of July 5, 1931			
1846—Commodore Sloat takes possession of Galifornia Web.  Tue.  7  Web. 8		PAID ADV. REELS		
1846—Commodore Sloat takes possession of Galifornia Web.  Tue.  7  Web. 8	100	OHN OHN		
1846—Commodore Sloat takes possession of 6  California 6  TUE. 7  THU. 9	1803—Lewis and Clark expedition sets out	SUN.		
California  California  6  Web. 8  Thu. 9	- Ilmo	NA BIN		
California  California  6  Web  8  Thu.  9		- /		
California  California  6  Web  8  Thu.  9		The Management of the Manageme		
California  Tue.  7  Web.  8  Thu.  9	1846—Commodore Sloat takes possession	MON.		
THU. 9  THU. 9  Thu. 9  Thu. 9		16		
7 WED. 8 8 THU. 9 THU. 9	- WAR	14000		
7 WED. 8 8 THU. 9 THU. 9	111111111111111111111111111111111111111	11/ 400		
THU. 9		TUE.		
THU. 9		7		
THU.  9  THU.  10	1 1 1 1 1 1			
THU. 9				
THU. 9		WED.		
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9 10				
9 10		THU,		
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10 July				
10 July		As a		
10 July		Mon		
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Wyeining becomes a state. No holiday				
	Wyoming becomes a state. No holloc	SATI		
		page and an analysis of the second se		

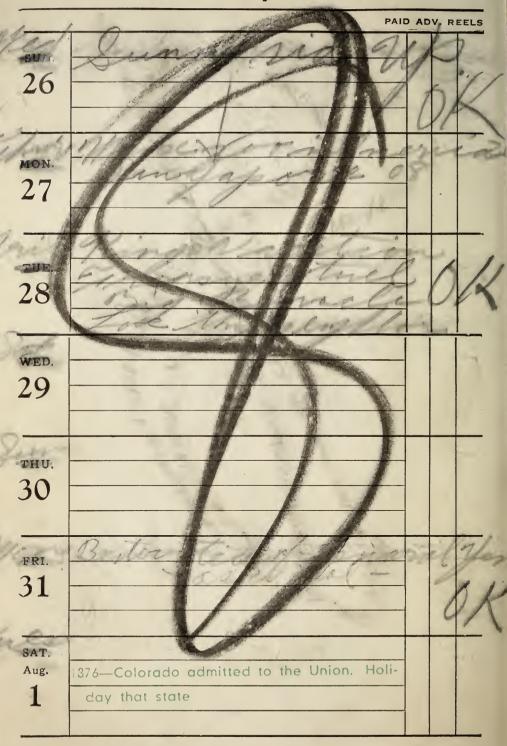
# Week of July 12, 1931



# Week of July 19, 1931



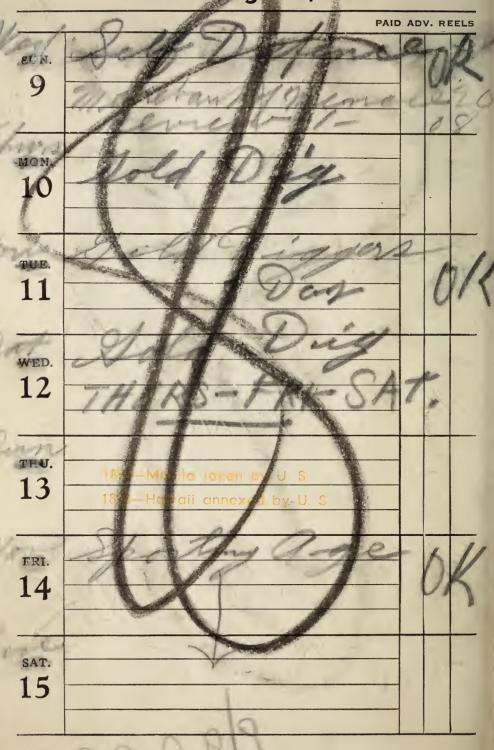
Week of July 26, 1931



# Week of August 2, 1931

PAID ADV REELS	5
	SUN.
	- U K
Civic Holiday, Canadal	MON.
1914—Germany declare or on Fra	
1914—Great Britain declared war german	4
VEED-WOLLD	· Carrie
	web.
- 3111-11-11-11-11-11-11-11-11-11-11-11-11	Sen
	6
Moran en la	
	PRI.
	The same
	SAT.

Week of August 9, 1931

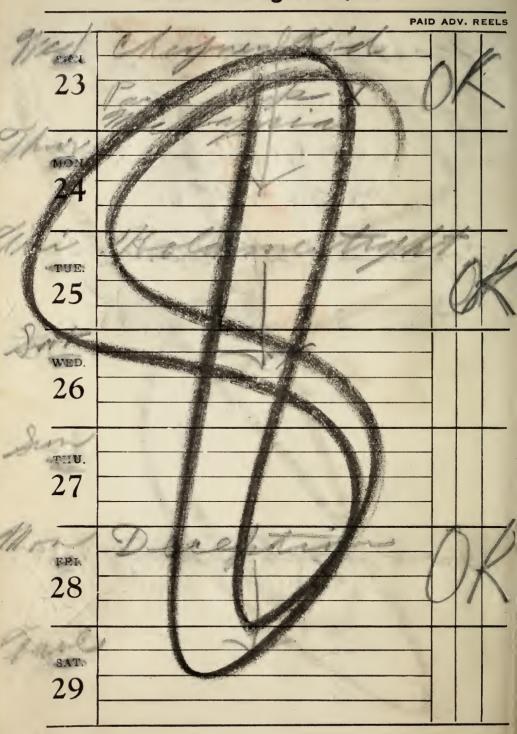


# Week of August 16, 1931

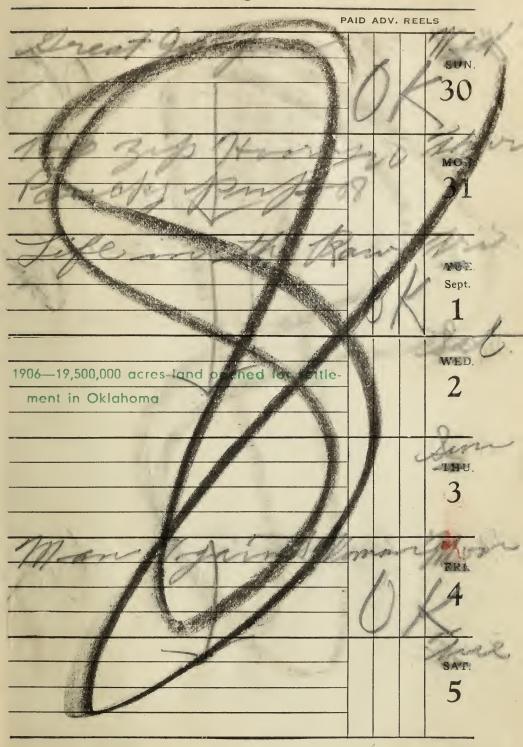
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PA	ID ADV. REE	4s
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		SAT:
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Week of August 23, 1931

4



# Week of August 30, 1931



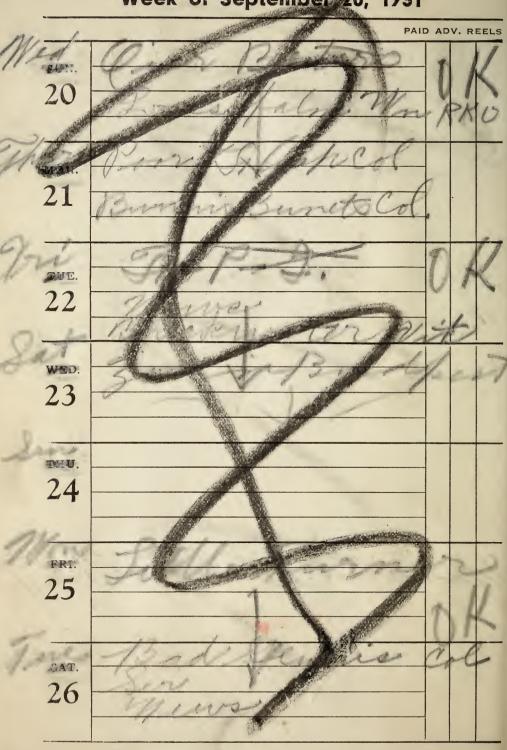
# Week of September 6, 1931

	Treek of deptember 0, 1751
468	PAID ADV. REELS
Medi	Sayate Day and and enary battle of the
Mun.	Warne, Not anounday but cela rated in
6	New York and 19 other states
1	me personal o
MOOI.	por Pay Holivay all states Miday Canada
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• 4	
6. 1	Marie Carlos Company
Mu	Marco Marco day
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AMPED.	MI - Calife a state. Saiday there
0	863 - Northern (1977) Completed Primary Electrical
9	tions it falls, Colorado, Locales New Hamilton
0	shire: A munit Workington N.J. holiday
de la	
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Minal	
THEIR.	
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SAT.	
12	Detenders Day Marylar & Holiday there

# Week of September 13, 1931

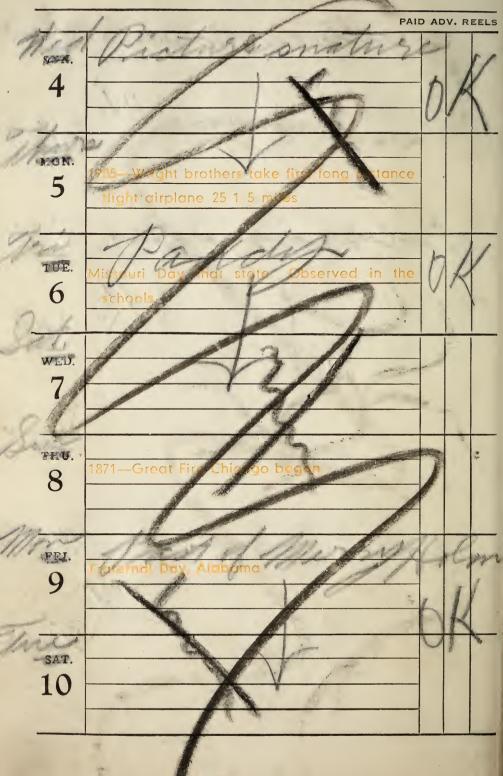
week of September 15, 1751	
PAID ADV. REELS	. 2
SUN CA	6
1918 Stroops to St Mihiel 13	
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MGN.	
Down Rature 14	
Devilone From 1866.	
15	
WED.	
16	
- Am	,
THU.	
1787—Feese enstitution adopted at Phila 17	
All PRI.	100
18	
SAT.	2
19 SAT.	
19	

Week of September 20, 1931



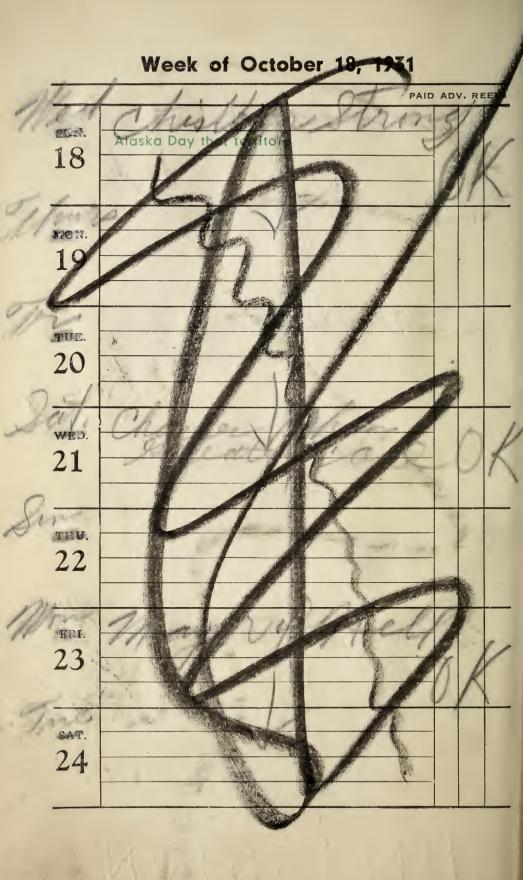
Week of September 27, MON 28 TUE. 29 WED. 30 THU. Oct. FRI. SAT.

## Week of October 4, 1931



# Week of October 11, 1931

Week of October 11, 1931		
PAID	ADV. REELS	
Janely would	SUN.	
	111	
Return Va	NK -	
Columbus Ausora, Columbus		
Colerado Connecticul, Del Ware Florida, New Hamushire New Jersey, New York, North Dakola	MON:	
Ohio, Oregon, Jennsylvania, Rhode Island Toxan	1   12	
Daketa yalgbioled as Discovery Day.		
Mala manager of	100	
	PUE.	
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	WED.	
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	THU.	
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	FRI.	
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	16	
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	SAT:	
1777 - Surrender Surgoy o at Saratoga	17	
1 5 3 11 :		
ADM 15510		
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## Week of October 25, 1931

Week of October 23, 13	6.	100
PAI	D ADV.	REELE
The state of the s		SUN:
182 Erie Canal opened.		1/25
		25
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		MON
w		26
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		-masses
	VI	1/200
1864—Nevada became state. Holie v ob-		SA P.
served there as "Admission Day"	1	431
Terror mere as manualon bay	U	
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The state of the s		

Week of November 1, 1931 PAID ADV. REELS SUN WED. THU: 5 FRI. 6

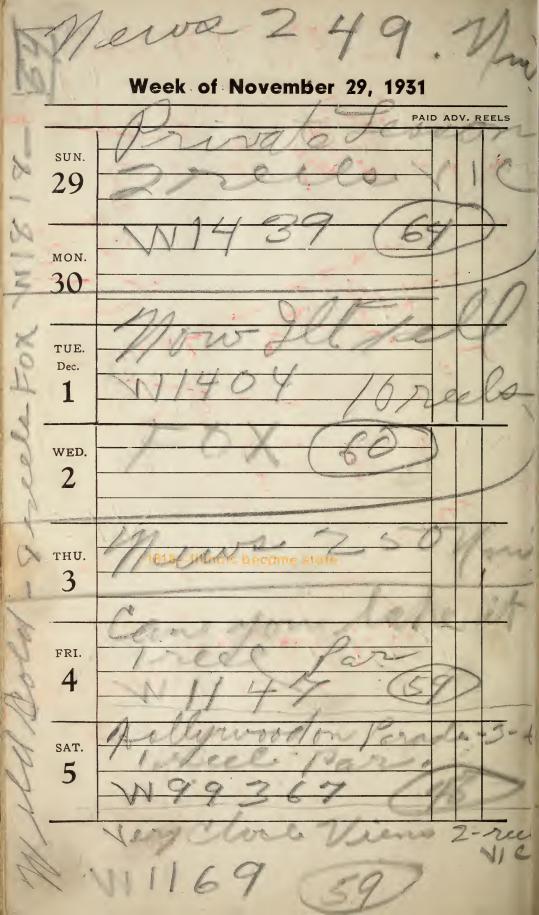
Week of November 8, 1	1931	
PA	ID ADV. REE	Wood
	*	SUN:
		MON.
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		nue.
Men dynn.		10
1 289 Poshificeton Baccama state	1	Set t
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Surry The		THU.
NO 1 B CEPT		12
3/200		FRI.
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## Week of November 15, 1931

1	Week of November 13, 1731
1.1	PAID ADV. REELS
/	10 millet 1
SUN.	
15	
	N9955/ 132)
/	af cheminal for
MON.	1907-Oklahoma become state
16	1 40
	(26)
	1110847
TUE.	The state of the s
17	a fill the
	12 ROL
	1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
WED.	1903 Treaty with Panama for construction
18	
-	Panama Canal
	VA - 10 10 10 10 10
THU.	allowd Maril
19	
	Chile CATION
	A some
FRI.	113334
20	Arbonday, S. d. Nora holiday
20	
Completes	And I
	1110112 3000
SAT.	11300 - 70
21	

## Week of November 22, 1931 RNO



## Week of December 6, 1931

PAID ADV. REELS	<u> </u>
SU 6	in.
Modern Control of the	7.
8	
WE C	U.
Better 1	 I.
SA DE LE	
Yni 257 Party	

PAID ADV. REEL TUE. 15 WED. -Boston Tea Party 16 THU. 17 FRI. 18 SAT. 19

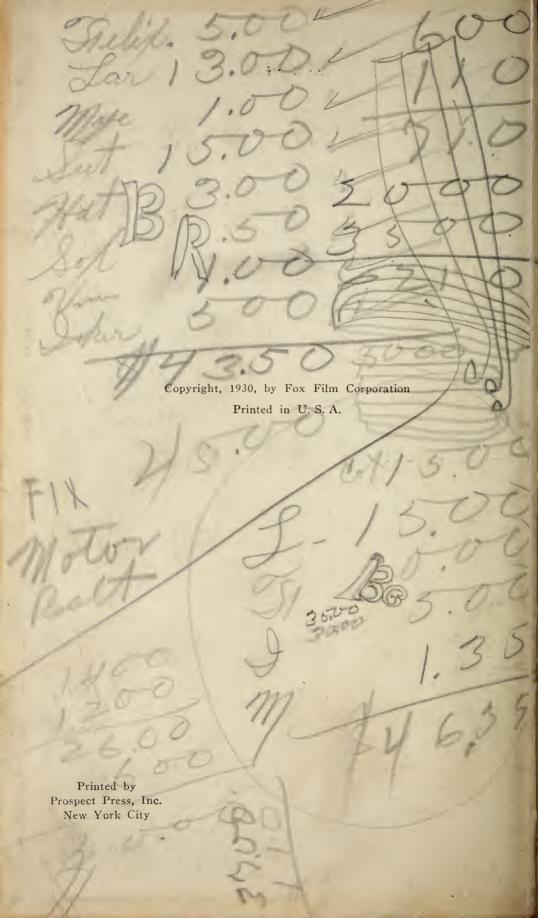
## Week of December 20, 1931

	PAID ADV. R	EELS
FRIOT SHOW!	4 G-	SUN.
DODGE		20
- PLYN	701	17-4
1/20 10/11 12 10 10/11/20		MON.
1620-Pilgrims landed on Plymous Rock	190	21
AFFERT		
	<i>A</i>	TUE.
MOTORS	4	22
	111	- Comman
	34	WED.
011011	-	23
35,00		9 2
39,00	191	THU.
7:30		24
77.50		
Christmas Day Holiday U. S. and Canada		FRI.
Thomas Day Homas D. S. and Canada		25
501		
1 1777	:	SAT.
1776 Washington defeated British at battle of Trenton, N. J.	3	26

Week of December 27, 1931

	Week of December 27, 1731
	PAID ADV. REELS
SUN.	19
27	of the same
41	
-	
MON.	
28	Woodrow Wilson's birynday. Heliday 5 C
20	
TUE.	10/5 I / harris natura Mata hallday
29	1843—lower became a state Not a holiday
49	
-	
WED.	11/2011
30	1
4	XIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIII
THU.	
31	7
FRI.	
Jan.	0 7 6
1	
SAT.	
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MEMO Mrigh 15.00 14002 36.00 5.00 3.000 1.00 44,00 ,00 24.00 10.00 15,00 54.03 -0 AT 12



CALENDAR 1931																	
JANUARY									J	UL	Y		3 4 7 11 7 18				
S 4 11 18 25	M 5 12 19 26	T 6 13 20 27	7 14 21 28	T 1 8 15 22 29	F 2 9 16 23 30	S 3 10 17 24 31	S  5 12 19 26	M 6 13 20 27	T 7 14 21 28	W 1 8 15 22 29	T 2 9 16 23 30	F 3 10 17 24 31	4 11				
	F	EB	RU.	AR	Y		AUGUST										
S 1 8 15 22	M 2 9 16 23	T 3 10 17 24	W 4 11 18 25	T 5 12 19 26	F 6 13 20 27	S 7 14 21 28	S 2 9 16 23 30	M 3 10 17 24 31	T 4 11 18 25	W  5 12 19 26	T 6 13 20 27	F 7 14 21 28	S 1 8 15 22 29				
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S 1 8 15 22 29	M 2 9 16 23 30	T 3 10 17 24 31	W 4 11 18 25	T 5 12 19 26	F 6 13 20 27	S 7 14 21, 28	S 6 13 20 27	7 14 21 28	T 1 8 15 22 29	W 2 9 16 23 30	T 3 10 17 24	F 4 11 18 25	S 5 12 19 26				
		A	PR	IL				(	OC'	ГОІ	BEF	}					
S 5 12 19 26	M 6 13 20 27	T 7 14 21 28	W 1 8 15 22 29	T 2 9 16 23 30	F 3 10 17 24	S 4 11 18 25	S 4 11 18 25	M 5 12 19 26	T 6 13 20 27	W 7 14 21 28	T 1 8 15 22 29	F 2 9 16 23 30	S 3 10 17 24 31				
-	3.6		IA		-		NOVEMBER										
3 10 17 24 31	M 4 11 18 25	T 5 12 19 26	W 6 13 20 27	7 14 21 28	F 1 8 15 22 29	S 9 16 23 30	S 1 8 15 22 29	M 2 9 16 23 30	T 3 10 17 24	W 4 11 18 25	T 5 12 19 26	F 6 13 20 27	7 14 21 28				
JUNE						D	EC	EM	BE	R	1       7       8       4       15       1       22       8       29       1       22       8       1       2       3       1       2       3       3       4       5       1       2       3       4       5       1       2       3       4       5       1       2       3       4       5       1       2       3       4       5       1       2       3       4       5       1       2       3       4       5       4       5       4       5       4       5       4       5       6       7       8       8       9       9       1       2       2						
S 7 14 21 28	M 1 8 15 22 29	T 2 9 16 23 30	W 3 10 17 24	T 4 11 18 25	F 5 12 19 26	S. 6 13 20 27	S 6 13 20 27	7 14 21 28	T 1 8 15 22 29	W 2 9 16 23 30	T 3 10 17 24 31	F 4 11 18 25	5 12 19 26				

